



## Pace Car Community Guide

2019-2020

Parachute is pleased to provide Pace Car Communities with the following community guide. Contents include:

1. Program Overview
  - Description of the Pace Car program, Purpose of the program, and Parachute Support
2. Volunteer and Stakeholder Recruitment
  - Potential Partnerships, Promoting & Engaging Stakeholders
3. Event Planning
  - Launch Activities
  - International Walk to School Week
4. Media and Public Relations
  - Promotional Activities - spreading the word about Pace Car
  - Social and Traditional Media
  - Timelines and Messaging
5. Evaluation
  - Collection of Speed and Incident Data
  - Electronic Surveys
6. FAQ

# Pace Car Kit

Along with this guide, there's also an electronic Pace Car Kit which includes the following materials:

## Promotions

- Sample Flyer
- Sample Handout

## Resources

- Sign up sheet and Pledge Form
- Why Speed? Information Sheet
- Community Walkabout Guide and Tools (Urban and Rural Tools)
- How to Improve Pedestrian Safety - Guide for Communities

## Media

- Media Advisory Template
- Press Release Template

## Hard Copy Resources

Part of the Pace Car program requires handing out window clings. Along with your committee, decide how many Pace Car resources you'll need and contact [info@parachute.ca](mailto:info@parachute.ca).

## Program Overview

### What is Pace Car?

The Pace Car program is a locally delivered, nation-wide program that focuses on raising awareness around speed reduction in the community, especially in school zones and pedestrian-dense areas. Pace Car is part of Parachute's child-pedestrian safety program, Walk This Way, which is proudly sponsored in by FedEx.

The Pace Car program involves seeking out community members to sign up as Pace Car drivers. Participants will sign the Pace Car Supporters Pledge and receive a window cling to proudly display on their cars. Many Pace Cars work to calm traffic throughout a neighbourhood- the more people who participate, the better it works!

### What is the Pace Car Pledge?

It's simple! When driving, residents agree to **drive with courtesy and respect to other drivers, and to drive the posted speed limit**. Cars become a "mobile speed bump", slowing speeding traffic behind them. Traffic is not only calmed on one street, but throughout a neighbourhood. Drivers also agree to be more aware of, and courteous to, other road users- especially pedestrians and cyclists.

It is important for Pace Car drivers to display the Pace Car sticker, so that other motorists know why they are driving courteously and at the speed limit (i.e. this may help to reduce the chance of road rage!). If someone urgently wishes to pass, a Pace Car driver simply pulls over and lets them by.



**See the Pace Car Pledge Form in the electronic Pace Car Kit.**

**Print and use this pledge form to collect Pace Car participants in your community!**

### Why Pace Car and Why Target Vehicle Speed?

While you may already be familiar with the reasons you want to work on speed reduction in your community, as you begin promoting the program and recruiting Pace Car pledgers, you may be asked about the Pace Car program and what difference it could make.

Here are some facts and key talking points to help you guide these conversations. It's a good idea to share this information with your volunteers as well:

- Children's physical and mental capacities are still developing well into their teens and they are often unable to make safe judgments about pedestrian safety. Drivers must be prepared for children to act like children.
- Reducing vehicle speed has been proven to be effective in preventing crashes and **reducing the severity of injuries. A pedestrian struck by a car traveling at 50km/hr is eight times more likely to be killed than a pedestrian struck at 30 km/hr.**
- 30km/h remains the recommended speed limit for all residential areas and areas with high pedestrian activity<sup>1</sup>, as a lower speed limit decreases the time drivers need to slow down or stop, and allows pedestrians to make better decisions and travel about safer.
- Traffic calming: Environmental physical characteristics can either encourage or discourage speeding, and can greatly influence the frequency and severity of pedestrian-related crashes. Traditional traffic calming approaches include introducing speed bumps, road narrowing, or adding pedestrian islands or curb extensions. Pace Cars act as mobile speed bumps- another form of traffic calming in your neighbourhood.



**For references and more information on these facts, please see the “What’s Speed Got To Do With It?” and “How to Improve Pedestrian Safety - Guide for Communities” documents in the Pace Car Kit.**

## Pace Car Community Role

### As a Pace Car Community, what do you get from Parachute?

- Parachute will provide community program leads with training via webinars/ teleconference as needed.
- A Pace Car “tool kit”, including this guide, and your Pace Car Kit (electronic files and resources).
- Parachute staff support for questions about Pace Car program execution.
- Assistance with media coverage and promotional support through social media.

### Role as a Pace Car Communities?

Over the year (Sept 2019- May 2020), your community's role is to:

- Deliver the program based on your local needs.
- Host a community launch event in the fall, at a relevant location (i.e. school, community centre, police station) and invite local media and stakeholders to attend where possible.

- Work with Parachute staff to execute an evaluation component (See section 5 below for more info – dependent on community capacity):
  - This includes partnering with local police/by-law to collect speed data and incident reports for select area(s) in your Pace Community
  - Collecting participant email addresses for the Pace survey (provided by Parachute)
  - Reporting back to your Parachute staff contact
- Organize an activity for International Walk to School Day (October 2, 2019) or Month (all of October, 2019) (Sample Activities, and Walkabout Guide and Tools Provided).

Any questions, concerns, or updates? Contact the Program Coordinator at [info@parachute.ca](mailto:info@parachute.ca).

## Volunteer and Stakeholder Engagement

Any organization or individual can initiate the Pace Car program- public health units, city traffic departments, neighbourhood associations, downtown business associations, school boards or police departments. It is vital that the program be seen as a partnership between the municipality and residents, but it is possible for residents to start the program without municipal support.

It may be helpful to create a partnership agreement signed by all participating partners. Whether or not there is a formal or informal agreement, the roles of each party should be clearly defined.

Potential organizations that can participate as key partners:

- School Advisory Councils
- Student Leaders
- Parent-Teacher Groups
- Teachers and school administration
- School Boards
- School Advisory Council/PTA
- Daycares
- Public Health Units
- Local Police/EMS
- Municipal Officials
- Local Businesses
- Traffic/Transit Authority
- Municipal Transportation
- Neighbourhood Watch
- Neighbourhood Association Reps
- Injury Prevention Organizations
- Neighbourhood/community members
- Service Clubs
- Company Fleet or Transportation Coordinators

## Options for Promoting and Engaging Target Stakeholders

### Local Traffic Department

One option that municipalities can consider is determining if your municipality would designate “Pace Streets”. For example, if a certain percentage of households in a street block sign up for Pace Car, that block can call themselves a Pace Street. Pace Streets may enjoy certain privileges, for example, priority for pedestrian friendly street projects (i.e. widening of sidewalks). It is up to your community and municipality to decide on what would work to meet your community needs.

### Schools

The Pace Car can be promoted very successfully through schools. As part of a larger program to make streets safer for kids, students could sign adults up to be Pace Car drivers. The adults are offered a Pace Car sticker to put on their car. It can also work well with high schools, where there are usually plenty of young drivers in upper grades. Naturally, schools will make

excellent and vital partners for International Walk to School Week. See the Event Planning section 3 below for more details on partnering with schools for these initiatives.

### **Businesses**

Businesses can be key partners through business improvement associations (BIAs) or individually. They may make significant contributions by:

1. Marking their business vehicles as Pace Cars.
2. Advertising that they are a Pace Car supporter (e.g. put sticker in their front window).
3. Offering discounts to those who have signed the Pace Car pledge. It is important that the same discount is offered to anyone arriving at the store by foot, bicycle or public transport.
4. Helping to sign up new recruits by stocking brochures and stickers in their store.

To help get businesses involved, explain that the Pace Car actually increases people's disposable income (because they drive more efficiently and reduce their car use). More money in people's pockets means more money can be spent at their business!

Let us know of any other successful volunteer and stakeholder recruitment strategies, and we can share your stories with other Pace Car communities.

## Event Planning

As a Pace Car community, it is great to host a community launch event for Pace Car, as well as host or participate in an activity for International Walk to School Week.

The purpose of these events is to raise the profile of Pace Car in your community by promoting the program, raising awareness of the issues, and recruiting Pace Car pledgers.

### Pace Car Launch Event

Pace Car should be viewed as a positive addition to the community; make your launch event a community celebration! You could tie the Pace Car launch to another local event, where there will already be many community members attending.

Invite local politicians, media, and other local stakeholders (school principals, businesses, community groups) to come and sign-up to promote the program.

Hold the event at a location that makes the most sense for your community group. Potential locations include schools, community centres, police stations, or a local business.

As a Pace Community, ideally you will launch the Pace Car program in the fall, either during September or October. Back-to-school activities provide a good opportunity for a Pace Car launch, as parents and community members will be mindful of child pedestrian activities.

See below under section 4, Media & Messaging for tips on promoting your event in your community.

Parachute will be releasing Back to School Safety and Halloween Safety Media Advocacy pieces as part of the larger Walk This Way strategy. We can work together to ensure timely promotions of your events and tie-ins with media advocacy where appropriate.

### International Walk to School Week

This year, Parachute invites all Pace Car Communities to participate in International Walk to School Day – **October 2, 2019, or Month – October 1-31, 2019.**

International Walk to School ([www.ontarioactiveschooltravel.ca](http://www.ontarioactiveschooltravel.ca)) is a global annual, mass celebration of active transportation and its related issues. The general themes that are promoted during IWALK include: increasing daily physical activity, improving safety, enhancing the environment, reducing levels of crime, developing community cohesion, promoting social interaction and reducing traffic congestion, pollution and speed near schools.

International Walk to School activities vary by province. Parachute will connect you with your provincial lead for International Walk to School initiatives, and we encourage you to collaborate where possible on IWALK activities.

Some ideas for your Walk to School activities include: organizing walking groups in a school community by signing up parents to take turns walking groups of children to school (or a “walking school bus”); allocating prizes to classrooms with the most children walking to school that week; students create and sign a pledge to walk to school; having students design posters and banners to hold while walking. You could even use IWALK Week to start a weekly Walk/Wheel Wednesday at your local schools!



**Parachute has provided you with a Community Walkabout Guide and Community Walkability Tool (urban and rural) in the electronic Pace Car Kit. This makes for a great Walk to School activity to implement in your community, and could be used in your local classrooms or after-school clubs.**

You could also expand Walk to School week to include wheeled activities, and to include parents and other community members by promoting a “Walk to Work Week” or “Wheel and Walk Week”. For more information on International Walk to School Week in Canada, and valuable resources such as the Canadian School Travel Planning Tool Kit, visit the [www.ontarioactiveschooltravel.ca](http://www.ontarioactiveschooltravel.ca).



**See the “How to Improve Pedestrian Safety- Guide for Communities” in the electronic Pace Car Kit for more activity ideas!**

## Maintain Continual Presence

Although launching in the fall, Pace Car is a year-round program. Continue to advertise the Pace Car program in your community at local events to sign up more Pace Car drivers. Have Pace Car pledges and clings available in other community locations on an ongoing basis to recruit Pace car drivers.

Your community may be interested in hosting a second launch or renewal in the spring, once everyone is out and active after the winter months. Remember that drivers should renew their commitment after one year and that anyone no longer participating should remove the stickers and decals from their car.

# Media & Promotions

## Promotions

### Design promotional materials

Be sure to include the event name, date, time, location, brief description, and a contact or website for individuals to go to for more information. A combination of different promotional materials (posters, banners, flyers, etc.) can be very effective in raising awareness for your event.



See the sample promotional flyer and handout in the electronic Pace Car Kit.

### Distribute promotional materials

The following may be good distribution points for promotional information about the program, and program launch:

- Local government offices
- Police stations
- Libraries, community and recreation centres
- Schools and daycares
- Neighbourhood stores
- Gas stations
- Retail outlets and malls
- Neighbourhood associations, neighbourhood watch
- Block Parents

And of course, use your existing networks, volunteers and social media streams to promote and recruit Pace members in your community!

## Social Media

Social media (e.g., Facebook, Twitter) is an excellent way to promote your event as it has the potential to reach large numbers of individuals at no cost. If you haven't already done so, become familiar with different social media platforms to help you determine the most effective ways to reach your target audience. Encourage volunteers and stakeholders to share your messages through their social networks. Parachute will also promote Pace Car events through their social media.

Parachute produced a series of animated PSAs, including Walk Safe and Bike Safe. You are welcome to share these evidence-based PSAs through your networks. At only 30 seconds each, they make for a quick demonstration of the important safety messages we are trying to share through the Pace Car program (and can easily make for a Facebook post or relevant tweet!)

## Traditional Media

More traditional forms of media, such as newspaper, TV and radio, can also help to promote your event and to create community interest in Pace Car. Contact your local media and invite them to attend your launch event (and encourage them to sign up as Pace Cars too!).

If you are trying to attract traditional media, event timing can make a difference. While all media outlets are different, a general guideline is that events that take place between 10am and 2pm generally have more success in attracting media attention as the timeframes allow them to make their deadlines. Also, events on Tuesday, Wednesday or Thursday generally find that more media is available to cover them- although there is never a guarantee with media.

A **Media Advisory** is sent to the media to invite them to your upcoming event (essentially, it is an invitation to attend the event).

A **Media Release** is the text that is released to the media to inform them of the Pace Car program. It is what they will use in their write-ups about Pace, Parachute and your community group. We suggest you distribute your release during your media event to any media who attend, as well as to those unable to attend the event.



**A sample media advisory template and a sample press release template have been included in the Pace Car Kit.**

Use the documents in the kit as a guide: fill in your community information, use quotes from local community members, and make sure people know where to go if they want to find out more information about Pace and how to join!

## Media Release Timeline

If your group chooses to promote Pace Car through the media, there are a few guidelines that we request you follow:

1. Any documents for public release that name Parachute (e.g., Press Release, Media Advisory) must be approved by Parachute before their release. With this in mind, please send us your draft documents, ideally a week before your release date.
2. Parachute will review and get the final approved copies back to you. Send this final, approved copy to local media ideally one week before your event. Parachute staff can help you find local media contacts if needed.

3. Parachute will post the media advisories and media releases on our website. Make sure to send us links to your community group websites, Facebook, Twitter, or other applicable online resources so we can help promote your event.

## Parachute

For any promotional materials or inquiries about Parachute and what we do, please use the following approved message:

Parachute is Canada's national charity dedicated to reducing the devastating impact of preventable injuries. Injury is the No. 1 killer of Canadians aged 1 to 44, where **one child dies every nine hours**. The financial toll is staggering, with injury costing the Canadian economy \$27 billion a year. Through education and advocacy, Parachute is working to save lives and create a Canada free of serious injuries. For more information, visit us at [www.parachute.ca](http://www.parachute.ca) and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

## Evaluation

As part of the Pace Car program, your group has the option of participating in the formal Pace Car evaluation process for 2019-2020. The program evaluation is comprised of two parts:

### 1. Collection of Speed and Incident Data within your Pace Car neighbourhood

Measuring speed and the number of incidents in your neighbourhood before and after the program is essential to assess how well the Pace Car program is working in your community.

If possible, you should organize a time to collect pre-program speed data in a designated area in the Pace Car neighbourhood before your launch event and before active Pace recruitment has begun.

In order to help facilitate this data collection you should work with community police and/or by-law officers to set up a speed trailer before your program starts to collect pre-program data on the average speeds in that neighbourhood. About three to four months after the program has begun, conduct this process again and collect your post-program data. **It is very important that you collect your pre-program and post-program data in the same place, during the same time of day and time of week, as well as in similar weather conditions for both data collection periods.**

Given the program's timeframe, your initial pre-program data collection will occur in the fall and your post-program data collection will likely occur in the winter months. As such, the weather conditions will not be exactly the same, but please attempt to schedule the collection days in similar weather conditions (e.g., both sunny or both overcast). In order to help facilitate this you may want to schedule back-up data collection days in case of inclement weather. This schedule will need to be arranged with any community contacts helping you with data collection.

If possible, work with the police to collect data on the number and types of vehicle incidents (e.g. car collisions, pedestrian/cycling collisions etc.) that occur in your target area both before and after your program has begun. It would be ideal to time this data collection with your speed collection, but may not be possible given the resources available. In addition to local police or OPP, local public health units may be able to assist with the data collection process. Parachute will provide further support to explore options for collecting this data.

Send all of your data to Parachute for analysis. In order to analyze the speed numbers we will require the following information:

- Pre-program data collection information:
  - Average pre-program speed
  - Number of cars counted

- Location of data collection
- Date of data collection (date and time)
- Weather during data collection
- Post-program data collection information:
  - Average post-program speed
  - Number of cars counted
  - Location of data collection
  - Date of data collection (date and time)
  - Weather during data collection
- Pre-program collision numbers (the number and types of vehicle incidents – e.g. car collisions, pedestrian/cycling collisions etc.)
- Post-program collision numbers (the number and types of vehicle incidents – e.g. car collisions, pedestrian/cycling collisions etc.)
- If you are conducting your own analysis of the data, please send this to Parachute as well. Please note that your final report will require you to comment on the speed measuring.

## 2. Electronic Surveys

Towards the end of the school year (exact date TBD, expected April 2019), a link to an electronic survey will be sent out by Parachute to all Pace Car participants in the community.

**It is important that you collect the email addresses of all community members who sign the pledge form. You are required to submit these email addresses to Parachute electronically.**

When participants are signing up, please inform them that their email address will only be used to send an electronic survey to evaluate the Pace Car program, and will not serve any other purpose.

The online survey will focus on collecting users' perceptions of the campaign, awareness of Pace in their community, their experiences, and any behavioural changes that may have occurred since signing up for the Pace Car program. There will be options for the user to provide feedback on the program and suggestions for future directions. All feedback Parachute receives on the Pace Car program in your community will be shared with you.

## Final Notes on Evaluation

**Please remember!** Parachute staff are available to assist with questions and troubleshooting any issues you may have as the evaluation component rolls out. Please keep in contact with your Parachute staff contact and inform them of any issues you may have as soon as they arise.

We will also request feedback from you, the community organizers, on your experience with the Pace Car program and suggestions for further improvement.

We thank you in advance for your participation in the evaluation component of the Pace Car program. This year, we aspire to collect valuable data to assess the effectiveness of the program, and pave the way for future expansion of the Pace Car program across Canada. We would not be able to collect this data without the help of you- our community members!

## Frequently Asked Questions (FAQ)

### Will my car really make a difference?

Yes! We only need a small percentage of vehicles acting as Pace Cars to slow traffic community-wide. This starts a positive cycle. People feel more comfortable walking or cycling, which reduces traffic levels, making streets even safer, meaning even more people can walk or cycle.

### Does the Pace Car provoke road rage?

No. Many people who have signed up to the Pace Car Program were already driving the speed limit. They report that incidents of road rage decrease when they label their car as a Pace Car. The Pace Car sticker informs other drivers as to why they are driving the speed limit.

### What happens if I accidentally speed?

**Take a breath and slow down.** The Pace Car pledge is a declaration of intent, not a legally binding contract. Kicking the speed habit can be hard work. Allow yourself more time to get places so you won't be so tempted to speed.

### Do I only act as a Pace Car in my neighbourhood or on all streets?

**On all streets.** The Pace Car is a kind of treaty between neighbourhoods. You respect the quality of life in our neighbourhood and we will do the same for you. The Pace Car promotes civility and mutual respect on our streets.

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Pace Car has been adapted from: [www.ecologyaction.ca](http://www.ecologyaction.ca).